



THE MARKETING MEMO

June 2005

Marketing Branch

Division of Marketing Services

California Department of Food and Agriculture

1220 N St., Sacramento, CA 95814

(916) 341-6005 Fax: (916) 341-6826

www.cdfa.ca.gov

PROGRAM ISSUES

PIERCE'S DISEASE ASSESSMENT CONTINUATION REFERENDUM EXTENDED

On Monday, May 16 the Marketing Branch mailed ballots for the Pierce's Disease Assessment Continuation Referendum to the winegrape growers who paid PD assessments during the 2004 season. The purpose of the referendum is to determine whether winegrape growers in the State support continuing the Pierce's Disease assessment for another 5 years.

Since as of June 13 the 40% minimum participation requirement, as authorized by the Food and Agricultural Code, had not been met, the deadline for growers to cast their votes was extended until July 14, 2005.

It is important to highlight that regardless of the results of the referendum statutorily the Pierce's Disease Program is not scheduled to end until 2011 (in addition to assessment revenue the Program has available State and Federal funds).

If you have questions regarding the Pierce's Disease Assessment Continuation Referendum, please contact Lynn Morgan or Kathy Díaz at the Marketing Branch. For questions about the Pierce's Disease Program, please contact the Program directly at 916-322-2804.

PROPOSED "CITRUS NURSERY RESEARCH & EDUCATION MARKETING ORDER":

The California Citrus Nurserymen's Society has requested that the Marketing Branch consider the implementation of a new marketing order to replace CDFA's Citrus Nursery Registration and Certification Program, which became inoperative on April 10, 2005.

In response to this request, we will conduct a public hearing on June 30, 2005 in Tulare to determine whether the interests of the California citrus nursery industry and the public would be served by the implementation of the marketing order. If the evidence received at the hearing is supportive of implementation, the Department will conduct an industry referendum to determine if the proposed program should be implemented.

For questions about the proposed Citrus Nursery Research and Education Marketing Order, please contact Kathy Díaz at the Marketing Branch.

CALIFORNIA RAISIN BOARDS LOSE THEIR PRESIDENT:

John Beck resigned from his positions as the President of the Raisin Administrative Committee (RAC), a federal marketing order, and the California Raisin Marketing Board, a state marketing order last week. He has decided to pursue a business opportunity on the East Coast.

Ron Worthley, who is currently the vice president of the RAC, will assume Mr. Beck's role on an interim basis.

The Marketing Boards will begin the search for a successor to Mr. Beck soon. If anyone you know is interested in the position, please have them contact Glenn Yost at the Marketing Branch for information.

ADMINISTRATIVE ISSUES

MARKETING PROGRAM EXECUTIVES MEETING:

The Marketing Branch held the Marketing Program Executives Meeting at the California Farm Bureau Federation on June 14th. The turnout was great with a total of thirty-nine people attending, representing thirty-one of our marketing programs. This was an opportunity to discuss many important issues facing the Marketing Programs, such as the Livestock Marketing Association ruling and the California Agricultural Authority Formation Act of 2005 (CAAFA).

One of the topics of discussion was about updating our policy manuals. We have contracted with Deanna Marquart of Marquart Policy Analysis Associates to assist us in this project starting sometime in July. We are looking for volunteers from our Marketing Programs to work with us on these important revisions. If you are interested in volunteering, please contact Lynn Morgan or Beth Jensen at (916) 341-6005.

ETHICS TRAINING CERTIFICATION PROCEDURES FOR MARKETING ORDERS, AGREEMENTS, AND COUNCILS:

Just a reminder that marketing orders, agreements, and councils are still required to complete ethics training. First time appointed members and alternate members must complete the training and file a certification with your program within 6 months of assuming their position. All other members and alternates need to complete ethics training and file the appropriate certification every 2 calendar years thereafter. Program Executives must retain the signed original certificates. Please note that CDFA does not collect this information from commissions, even though commission members and alternates are required to complete ethics orientation.

If you have any questions regarding the process, please contact Darwin Spring at the LDC, (916) 445-2882, or email: dspring@cdfa.ca.gov.

TABLE OF DUE DATES:

As a reminder of upcoming due dates, we are providing the following Table. Please call your Economist/Analyst at (916) 341-6005 if you have any questions.

TABLE OF DUE DATES		
Item	Applies To:	Due Date
Quarterly Contract Report	Marketing Orders, Agreements and Councils	Qtr 1, 2005 (January – March 2005) Was Due: April 29, 2005 Qtr 2, 2005 (April – June 2005) Due: July 30, 2005
Ethics Training	Marketing Orders, Agreements and Councils	Members must complete the training in the time frames below and submit the certification to their marketing program executive: <ul style="list-style-type: none">• New members: within six months of assuming their position.• Continuing members: every two calendar years. Program Executives must retain the signed original certificates. A list of board members and alternates with the dates they completed the orientation, must be sent to the CDFA Learning and Development Center. Point of contact is Darwin Spring, (916) 445-2882.
Member Lists	Marketing Orders, Agreements, Councils, and Commissions	As soon as possible after any changes. Please be sure to include individual contact information: addresses, phone numbers and e-mail addresses.
Financial Audits	Marketing Orders, Agreements and Councils	Three copies due to Branch 30 days after completion.

GENERAL INFORMATION**MID-YEAR AGRICULTURAL SURVEY**

About 4,000 California farmers and ranchers will be part of a national sample of about 100,000 producers, who were contacted for the U.S. Agriculture Department's mid-year survey.

USDA's National Agricultural Statistics Service conducted this major survey during the first half of June. The information gathered will be used to make State, regional, and national estimates of crop acreage, grain stocks, livestock inventory, number of farms and land in farms, and other statistics.

"This survey is important in making accurate crop and livestock estimates, which provide a basis for an orderly marketing system," said Vic Tolomeo, who heads the California Agricultural Statistics Service. "An orderly marketing system is essential to all involved in agriculture," added Tolomeo.

In addition to general releases to the public and press, the survey findings will go to government policy makers and farm organizations, who use the survey results to help develop farm policy positions.

Other users include State governments, universities, extension agents, farm management consultants, agricultural lenders, and businesses that supply input to farmers.

The June Agricultural Survey is one of the most important of the many surveys conducted each year by the California Agricultural Statistics Service. Other agricultural surveys are scheduled for September, December, and March. Objective Yield surveys for cotton are conducted near the end of each month throughout the growing season. Separate cattle and sheep inventory surveys are conducted in July and January.

"We are asking for the cooperation of California farmers so we can ensure that agriculture in our State is fully represented in the national sample," said Tolomeo.

The 100,000 farmers expected to participate in the June survey were selected at random from 2.1 million farms nationwide. Facts about an individual's farm or ranch are strictly confidential and used only in combination with reports from other farmers to produce agricultural statistics for California and the nation.

After results of the survey are compiled and analyzed in Washington, the information will be released in a series of reports. Those who participate in the survey will receive a special summary of the results for their State and the nation. Comment/Contact Information USDA-NASS, California Statistical Office (916) 498-5161

MARKETING PROGRAM AND MARKETING BRANCH JOB ANNOUNCEMENTS:

We routinely include notices of job openings with California marketing programs and other agricultural organizations in the Marketing Memo. Please contact Beth Jensen at (916) 341-6005, or via e-mail at bjensen@cdfa.ca.gov to include information in this section.

CHIEF EXECUTIVE OFFICER, CALIFORNIA LETTUCE RESEARCH BOARD

The California Lettuce Research Board is seeking applications for the position of Chief Executive Officer. Skills required include: administration, communication, planning, finance, and experience with agricultural research. The position requires a bachelor's degree in an agricultural discipline and at least 5 years of work experience in a management position. Salary will be commensurate with education and qualifications. A detailed outline of the job description is available on the Board's web site at www.calettuceresearchboard.org. To apply for this position, submit resume to the California Lettuce Research Board, c/o Ed Kurtz, 512 Pajaro Street, Salinas, CA 93901. Materials must be postmarked by August 15, 2005.

PEST DETECTION ADVISORY

Attached is the Pest Detection Advisory of current pests affecting California agricultural products. If you have questions regarding this listing, please contact the CDFA Pest Detection Branch at (916) 654-1211.

MARKET ENFORCEMENT ADVISORY:

Attached is the Market Enforcement Advisory Notice for May 2005. If you have questions regarding the notice, please contact the CDFA Market Enforcement Branch at (916) 341-6276.